



Sue Stockdale

“Inspirational speaker, author and adventurer”

Sue Stockdale is an inspirational speaker whose business and adventure experience has helped hundreds of leaders and entrepreneurs step out of their comfort zone and achieve extraordinary results. From athlete and adventurer to entrepreneur and executive coach, Sue demonstrates how you can achieve anything if you believe it is possible.

Her keynote presentations include powerful images and thought-provoking messages and as a result, attendees leave with more enthusiasm, focus, and commitment to action.

Sue started her career in Corporate Training and Development working for British Gas and then moved to a role with the United Nations in the former Yugoslavia. In 1995, Sue saw an advertisement in a newspaper which said: “Wanted – novice arctic explorers to ski to the Magnetic North Pole”. As an athlete who had represented Scotland, Sue knew she might be fit enough, but had no experience of cross-country skiing or arctic temperatures. She sent off for details and when the brochure arrived asking “are you *man* enough for the Ultimate Challenge?” she became determined to win her place on the team.

Following months of assessments and gruelling tests, she was eventually chosen from over 500 applicants, and after raising €15,000 she achieved her place on the expedition. During the 30 day expedition, Sue was continually tested both physically and mentally and became the first British woman to ski to the Magnetic North Pole. After this success, Sue took part in expeditions to the Geographical North Pole, Antarctica and Greenland. She finished runner-up in Channel 4’s *Superhuman* undergoing some of the toughest scientific tests ever seen on TV.

In 1997, she founded Mission Possible Ltd, and sold the company in 2009. Sue now has several roles supporting women in business: speaker, executive coach, Chapter Chair of Women Presidents Organisation (a global peer support organisation, for women-owned businesses with annual turnovers in excess of £1million) and Director of WEConnect Europe (the leading global supplier diversity initiative spearheading the connection of women-owned business and multinational corporations).

She has worked with some of Europe’s top companies and has spoken at leading business schools on motivation, leadership and entrepreneurship. Sue has an MBA in Entrepreneurship and MSc in Quality Management and is an accredited coach. Sue is also author of *Kickstart your Motivation* and *Secrets of Successful Women Entrepreneurs*.

Selection of references for Sue Stockdale

What I really like about using Sue as a speaker is that she doesn't give a standard presentation on "my life as an adventurer" - she adapts each presentation and the message to the specific audience she is in front of. At every step of the process, Sue made the whole process very easy for us by being responsive, prompt and in line with our needs. Her excellence as a speaker was reflected in the conference feedback where 75% of respondents rated her as "excellent" and the remaining 25% gave a "very good" rating. I would have no hesitation in recommending Sue

Geraldine Lavin, President, Institute of Business Analysis and Consulting, Ireland

Sue gave us an extremely professional presentation which was well- received by the audience. She has the knack of drawing out from her adventurous experiences lessons which were relevant and of great value to us and engaging directly with her audience. Highly recommended.

George Derbyshire, NFEA Chief Executive

Your session fitted in perfectly and was just the right style with lots of relevant links. We asked delegates to describe their strongest memory from the day and your vision/passion/action theme was referred to more than once.

Isle of Man Government conference

Sue's speaking abilities are great, and how she creates clear messages for her inspirational experiences.

Delegate at Women's International Networking conference, Geneva

We are so glad to have secured you for a series of after-dinners at our COI programmes, the feedback has been very positive, with comments praising your relaxed approach, sense of humour, and ability to interact with the group before, during and after your presentations.

The Work Foundation

Additional follow-up and support

Sue uses a commitment card to encourage individuals to write down the action they will take when they leave the event. Sue invites people to give her their card and makes a pledge to follow each one up in a month's time. Feedback received includes:

I have made good progress with my review. It had been at the back of my mind for a while, but making the commitment to do it via the card was a good focus for me 'to get on with it'. Thanks.

Head of Clinical Services, BUPA Hospital

Fees

Contact Sue now to discuss your particular event requirements. Fees include includes an initial meeting if required, preparation time, delivery of presentation, provision of commitment cards for all delegates and follow-up.

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